Turn tv OFF

Turn life ON

Semper Fit
Health Promotion Brief
July 2010

Program Guide

- Channel 1
  - Why Turn TV Off?
- Channel 2
  - Where’s the Signal?
- Channel 3
  - Turning Your Life On

Channel 1: Why Turn TV Off?

- How Much Are We Watching?
- Our Health on TV
  - Long-Term
  - Short-term
- Overeating & Snack
- The Power of Habit
- Are You an Addict?

How Much Are We Watching?

- An average American watches:
  - Per Day: >5 Hrs =
  - Per Week: 35 Hrs =
  - Per Year: 2 ½ Months! (1,820 Hrs / >75 Days)

By the time this average American turns 65, he will have spent **13 ½ years** watching TV & **51 ½ years** living his own.

Source: 11 June 10 Nielsen Report

Our Health on TV: Long-Term

- According to a 2003 *Journal of the American Medical Association* study of 50,277 women, each 2 hr p/day increment of TV watching was associated with:
  - 23% increase in obesity
  - 14% increase in diabetes risk

- According to a 2010 *International Journal of Epidemiology* study of 13,197 men & women, each 1 hr p/day increment of TV watching was associated with:
  - Increased hazard of all-cause & cardiovascular mortality*

*Independent of gender, age, education, smoking, alcohol, medication, diabetes history, family history of cardio disease & cancer & BMI

Our Health on TV: Short-Term

- Side Effects of Watching >2 Hrs of TV p/day include:
  - Reduced energy levels
  - Difficulty concentrating
  - Worsened moods

"Watching TV fills the mind
with the images and creativity of others . . .
Not watching TV fills the mind with freedom."
Ron Kaufman

Overeating & Snacking

- According to a 2009 *Yale University* study of eating behavior & TV food advertising:
  - Children ate 45% more when exposed to food advertising
  - Adults ate more healthy & unhealthy snack foods after watching snack food ads
  - The effects were not related to reported hunger or other conscious influenc

- In another 2009 study by the *International Journal of Behavioral Nutrition and Physical Activity*:
  - Middle & high school students were tracked for 5 years → those who watched >5 hours of TV a day ate less fruits, vegetables, whole grain and calcium-rich foods & higher amounts of trans fat, fried foods, fast food, snack products and sugar-sweetened beverages 5 years later

The Power of Habit

We are what we repeatedly do.

Excellence, then, is not an act but a habit.

Aristotle

Are You an Addict?

“When the habit interferes with the ability to grow, to learn new things, to lead an active life, then it does constitute a kind of dependence and should be taken seriously.”

"Television Addiction Is No Mere Metaphor,"
***Scientific American*, February 2002**
Robert Kubey and Mihaly Csikszentmihalyi

Symptoms of Addiction

- Spending a lot of time using the substance
- Using it more often than one intends
- Thinking about reducing use or making repeated unsuccessful efforts to reduce use
- Giving up important social, family or occupational activities to use it
- Experiencing withdrawal symptoms when use is stopped

Channel 2: Where's the Signal?

- We're Going Back to Science Class . . .
  - Physics
    - Newton's Law of Motion
    - Inertia
  - Biology
    - PT Activates Existing Cells
    - PT Generates New Cells

Physics

- Newton's 1st Law of Motion
  - A body at rest will remain at rest unless acted upon by an external fo
  - A body in motion will remain in mo unless acted upon by an external fo

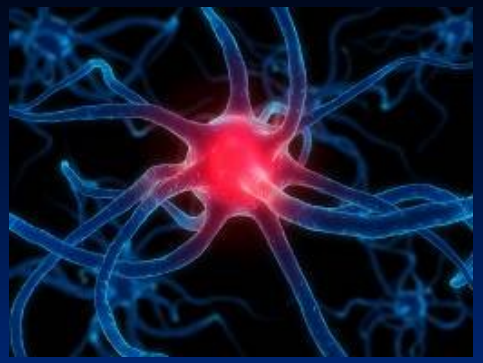
- Inertia
  - The tendency of an object to resist a change in its motion
  - From the Latin root "inert" = lacking the ability to move

Biology: Level 1

PT Activates Existing Cells

- Short-Term Gains:
  - In 2 – 4 minutes, cells respond to PT by:
    - Increasing the amount of oxygen available to meet the increased need for energy
    - Increasing cardiac output to deliver more blood to the active muscles
- Long-Term Gains:
  - Within just 8 – 12 weeks of starting an exercise program, cellular improvements can include:
    - Increased VO_2 max (maximal oxygen consumption)
    - Lowered blood pressure
    - Less stress on blood vessels
    - Improved bone density
    - Improved blood sugar control
    - Maintained / Increased lean body mass

Biology: Level 2



PT Generates New Cells

- According to 2010 research published in the *Proceedings of the National Academy of Sciences (PNAS),* aerobic PT like running can:
  - Generate new brain cells
  - Improve memory
  - Improve the ability to learn
- Running mice in the study grew an average of 6000 new cells per cubic millimeter in one part of their brains

Channel 3: Turn Your LIFE On

- Changing Channels (TV still o
  - Move While Watching
  - Separate Eating & TV Watching
  - Interact with People While Watc
- Channeling Your Energy (TV off)
  - Create a Short-Term Adventure
    a Long-Term Bucket List
  - Get Comfortable Being Uncomfo
  - Keep Relaxation on the Schedul

Changing Channels (TV still on)

- Steps You Can Take with the TV Still On:
  - Move while watching
  - Separate the eating habit from the TV watching habit
  - Interact with other people
  - Avoid “zoning out”

Channeling Your Energy (TV off)

- What Now?
  - Create a Short-Term Adventure List & a Long-Term Bucket List
  - Keep Relaxation on the Schedule

Getting Started

If you traded
1 hour of TV for 1 hour
of your own life
this week, what would you do?

- What are 5 activities you've always wanted to try?
- 5 things you enjoyed doing when you were a kid?
- 3 things you'd do if you had more energy?

Questions?

Points of Contact

MARFORRES - Marine Corps Community Services
Semper Fit Program
2000 Opelousas Avenue, New Orleans, LA 70146
(504) 697-9768 (Fax)
http://www.marines.mil/unit/marforres/MFRHQ/MCCS/SemperFit/Health.aspx

http://www.facebook.com/pages/New-Orleans-LA/MCCSSEMPER-FIT-MARFORRES/126284770729139

mfr_semper_fit@usmc.mil

Semper Fit Director
(504) 697-8121

Health Promotion Coordinator
(504) 697-9693

Semper Fit Coordinator
(504) 697-9691

MCCS MARINE CORPS Community Services

UNITED STATES MARINE CORPS SEMPER FIT SPORTS, RECREATION & FITNESS